

4th ANNUAL PUBLIC SERVICE ANNOUNCEMENT CONTEST

Miami-Dade County Metropolitan Planning Organization and Communications Department

The Miami-Dade County Metropolitan Planning Organization (MPO) in coordination with Miami-Dade County's Communications Department is coordinating its 4th Annual Public Service Announcement (PSA) Contest among all applicable educational entities in Miami-Dade County. The purpose of the PSA contest is to both educate students about "Green Mobility" and to utilize their creativity to portray this concept in 30-sec segment.

The MPO guides the transportation planning process in Miami-Dade County to ensure conformance with federal regulations requiring that highways, mass transit, and other transportation facilities and services are properly developed and deployed in relation to the overall plan of urban development. The MPO Governing Board is comprised of twenty-two (22) voting members charged with making transportation planning decisions in the Urbanized Area with the assistance of technical recommendations and citizen comments.

As mentioned above, the focus of the PSA will be to encourage the use of alternate forms of transportation other than driving alone as a single occupancy vehicle (SOV). Alternate modes include: carpooling; vanpooling; transit; hybrid/alternate fueled vehicles; bicycling; walking; and telecommuting.

Students interested in competing will be visited by MPO staff to learn about "Green Mobility". The students will then take their interpretations to film and create a 30-second English PSA. Once selected, winners will be asked to translate their PSAs to Spanish and Creole.

CRITERIA

PSAs must be slated with name, title of PSA, school name, and phone number and made in DVD, Beta SP, or Beta SX format. Participants name and contact information must be clearly labeled on tape with Name, Title, Address, Phone Number, and Length. PSA submittals will be evaluated on the following criteria check list:

- ☐ Overall production values
- ☐ Creativity
- ☐ Clarity of information
- ☐ All Information is included
- ☐ Video and audio quality
- ☐ Presentation effectiveness (content presents the MPO's mission and process)
- ☐ Contain official MPO logo* and phone number at the end of the PSA
- ☐ Contain the applicants name at the very end of the segment under the MPO's required information in small print i.e. "Name, Producer", etc.
- ☐ Submitted in English**

**It is the responsibility of the participant to contact the MPO to receive the MPO logo in electronic format.*

***Once selected, winners will be responsible for the translation of their PSA into Spanish and Creole prior to airing on Miami-Dade TV and other cable channels. If participants experience difficulty with Spanish or Creole translations, they must contact Paul Chance at 305.375.1888 for assistance.*

COMPETITION ADMISSION APPLICATION AND FINAL SUBMITTAL PROCESS

Admission applications must be submitted by **5:00 PM, Friday, February 2, 2007**. Please do not fax in applications, only originals will be accepted. You can mail or drop it off at the below address.

Final submittals and **Miami-Dade TV Release Forms*** must be submitted by **5:00 PM Friday, March 30, 2007**. PSAs must be slated with name, title of PSA, school name, and phone number and made in DVD format, labeled with Name, Title, Address, Phone Number, and Length and mailed or dropped off at the following address:

Miami-Dade County Metropolitan Planning Organization
Attn: Paul Chance
Stephen P. Clark Building
111 NW First Street, Suite 910
Miami, FL 33128

**These forms must be filled out for all participants i.e. actors, camera operators, producers, etc. and submitted with the PSA. All forms can be obtained either at www.miamidade.gov/mpo or by contacting the MPO at 305.375.1888.*

JUDGING

Judging will take place after the close of the contest date. Three (3) PSAs will be chosen and aired for one month each on Miami-Dade TV. Judges will consist of two (2) staff from the MPO, and two (2) staff from the Communications Department.

AWARDS/RECOGNITION

The MPO will air the three (3) PSAs on Miami-Dade TV for one month each in May, June, and July 2007. Winners will receive recognition during the May 2007 MPO Governing Board meeting and a letter from the Communications Director recognizing them for outstanding service to local government. In addition, the winning segments may be aired on various local television stations in Miami-Dade County.

PSA COMPETITION TIMELINE

TASK	DUE
MPO staff to meet with interested students	December - January
Admission application forms due	February 2, 2007
Close competition	March 30, 2007
Judging	April 2-6, 2007
Announce three contest winners	April 6, 2007
Ceremony	May 24, 2007
Air on Miami-Dade TV	May, June, and July

RULES AND REGULATIONS

The MPO reserves the right to make additions to and/ or deletions to the entire competition process, including, but not limited to, changing any rules and regulations, dates, and /or times.

Competition admission applications must be submitted by **5:00 PM, Friday, February 2, 2007**. Please do not fax in applications, only originals will be accepted. You can mail or drop it off at the Miami-Dade County Metropolitan Planning Organization, Attn: Paul Chance, Stephen P. Clark Building, 111 NW First Street, Suite 910, Miami, FL 33128.

All submittals must be received by **5:00 PM Friday, March 30, 2007** and must be labeled with Name, Title, Address, Phone Number, and Length. Each PSA must be exactly thirty (30) seconds in length, be in DVD, Beta SP, or Beta SX format, and contain the MPO logo and phone number at the end of the segment. It is the responsibility of the participant to contact the MPO at 305.375.1888 to receive the MPO logo in electronic format. Students shall write and produce all segments without outside professional help. All entries will be screened by the MPO to determine eligibility before being judged.

Participants are solely responsible for their PSA's cost of production. The MPO will only be responsible for the cost of airing the segment on Miami-Dade TV or other television stations as deemed appropriate.

Submittals will be judged with three (3) PSAs being selected to be aired for one month each on Miami-Dade TV. All contestants will be notified in writing once the winners have been decided upon.

Once selected, winners will be responsible for the translation of their PSA into Spanish and Creole prior to airing on Miami-Dade TV. If participants experience difficulty with Spanish or Creole translations, they must contact Paul Chance at 305.375.1888 for assistance.

Winning submittals become the sole property of the MPO. The MPO reserves the right to air a segment on another television station at no cost to the participant and no financial gain to the MPO. The MPO will be responsible for the cost of airing the segment on said television stations.

Miami-Dade TV Release Forms must be filled out for all participants i.e. actors, camera operators, producers, etc. and submitted with the PSA. By submitting the Release Form, each applicant agrees to release, discharge and hold harmless MPO and Miami-Dade TV from all claims and damages arising out of his/her participation in the contest, and to have his or her name, voice and likeness used at MPO discretion as part of the contest or as part of promotions for the contest, in any and all media now known or hereafter devised.

MPO and Miami-Dade TV shall not be liable for injury, loss or damage of any kind resulting from participating in this contest or from acceptance or use of any prize awarded. MPO and Miami-Dade TV reserve the right to verify eligibility qualifications of any contest entrant.

The MPO and Miami-Dade TV are not responsible for lost, stolen, or incorrectly mailed applications or videotapes. Due to the high volume of entries anticipated, the MPO will not be able to answer any questions about the receipt or status of any application of tape. If you want an acknowledgment of your entry, please enclose a self-addressed stamped envelope. The MPO will take every precaution to ensure proper handling of materials submitted; however, the awards committee, its judges, or its agents cannot be held responsible for loss or damage to any video entered.

Videos may be shown, duplicated for judges, or disposed of, as the MPO and Miami-Dade TV deems appropriate. By entering, entrants agree to hold the MPO and Miami-Dade TV harmless for any costs or expenses of any claim arising out of any such use by the MPO or Miami-Dade TV.